

Building the Independency of Community Economic by Exploring the Potential of Embroidery Group in Mangga Dua Village

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Abstract—The activity of building the economic independence of the community in the village of Mangga Dua is based on the collaboration of LPM Unimed with the village of Mangga Dua which has a low-economic community, has a lot of time with a very high willingness. This coaching is carried out by exploring the potential of the community based on questionnaires and FGDs so that it can be done on target. The synergy between the Unimed LPM team, village officials and community groups supports the method of activities carried out by implementing training, mentoring and peer tutoring. The service team involves lecturers and students from various disciplines. Ongoing mentoring has resulted in various things including improving the quality of products produced, skills improvement, work effectiveness, and increasing income. Achieving more maximum activities requires a longer process, especially quality because it requires more training and product marketing that must follow a better marketing system in accordance with current technological developments. This achievement is an indication of community independence and a shift in a more advanced mindset.

Keywords— *community economic, embroidery group*

I. INTRODUCTION

Village development is the spearhead of national development which has been mandated in the law [1]. Therefore the government has disbursed village development funds so that the village can be independent to determine and implement the direction of its development [2]. Besides the central government, the regional government continues to strive to catch up with rural development which is actually a source of national potential. However, not a few of the efforts carried out in various places experienced various obstacles and even failures. Mangga Dua Village, Serdang Bedagai Regency seeks to build the independence of its people. Through the village community empowerment program Mangga Dua has partnered with LPM Unimed to realize the achievement of village development goals for the next three years. Based on the results of the discussion between the Unimed LPM team, the Community and Village Government agreed to explore the potential of the embroidery group. The mapping results revealed that more than 60 housewives have a side job with embroidery long veils or prayer clothes, haji clothes, and umrah clothes. While the average housewife in this village has no income, while girls who drop out of

school or do not continue to college are more unemployed and some of them work as shopkeepers. The character of a society that has a high fighting power basically is a very good village potential to be developed. This village consists of four hamlets inhabited by approximately 1660 families. If the efforts made can run as expected, the independence of the community can be realized by building a shared commitment between the LPM, the community, and the village government.

II. METHODOLOGY

The materials used in this training are sourced from some factories, which is obtained from the inside and the outside region. For basic groups, they use unused cloth which has been considered as embroidery business waste. The equipment used uses manufacturing machines such as sewing machines, embroidery machines, and roll machines. While the equipment for making motifs on materials uses a special table designed by the team so as to facilitate work. The drawing table is designed using LED lights which can be adjusted in intensity.

The exploration of the potential of the village of Mangga Dua is based on the results of the budget, discussions with the community and village government [3]. This is done so that coaching is done on the target that meets the expectations of the community. While the coaching method is carried out through training, mentoring and peer tutoring. To support the implementation of the program, a synergy between the LPM team, the community and village government is needed. The village government is expected to produce village policy, while the community group is expected to commit and participate in the program and the LPM team will facilitate the activities and transfer of science and technology to the community. Groups of people who have mastered the use of embroidery machines well are expected to be peer tutors in their ongoing mentoring efforts when the team is not in the training location [4].

III. RESULT AND DISCUSSION

Coaching activities in the village of Mangga Dua which are based on the results of mapping that resulted in three main groups. Mapping is done based on basic capabilities, a production that has been produced and equipment that

has been owned. Training in the basic group is given embroidery material using simple equipment and machine use. Whereas the middle group is given the material for making products with regional integrity and drawing motifs. Proficient groups are given embroidery techniques, designing motives by utilizing better equipment. The results obtained from this activity are reviewed from (1) Products produced by each group, (2) Skills improvement, (3) Work effectiveness, (4) Increased participants' income.

A. The resulted product

Achievements based on the products produced by each group in accordance with the projects that have been set have reached 100%. In the basic group that utilizes splash fabric has succeeded in making hijab souvenir products, veils with embroidery, ihram gloves, prayer clothe bags, pockets for throwing jumroh and hijabs with simple hand motifs and embroidery. The product produced by this group has a quality that is suitable to be marketed. The middle group succeeded in improving the quality of the embroidery with a more diverse motif variant and giving the village the special culture. The high group or competent group can produce highly quality products with high-class target markets that they have not produced.

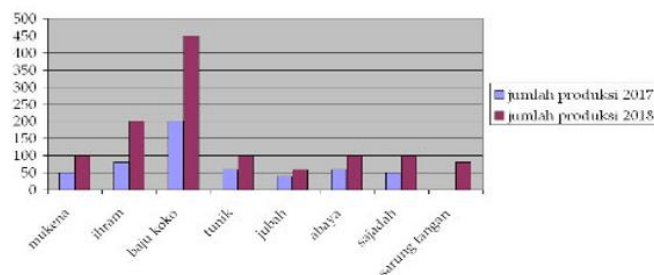


Fig. 1. Product production on 2017 and 2018

B. Skill improvement

While the skill in using machines has reached 52% and 2 persons have purchased the machine to be more able in using a machine and can produce more , 34% are still in the training process according to a predetermined schedule with peer tutoring assistance, while 14% fail to continue training. The failure of participants to continue training using machines was due to their limitations in dividing their time and motivation which was still low. For the middle class, the improvement of skills they have is the ability to create and design motifs using the provided drawing table. Previously they only embroidered, while to make their motives is very difficult because they use carbon paper and require a relatively long time, so there is an imbalance between the motive-making workers and embroidery workers which causes less than optimal production. Embroidery workers often wait for orders that are ready to work. With the help of the drawing table, they can make motives and balance between the motive-making workers and embroidery workers. In the skilled class, they get additional skills about embroidery techniques so that embroidery is smoother and tighter. Embroidering techniques with very complicated patterns. Besides that, they also added their skills to make three-in-one products with high quality. Three in one products means one product package consisting of prayer clothes and sarong clothes, the bags, and the prayer mats.

C. The effectiveness of work

If viewed from the aspect of the work effectiveness, the success of this program is supported by two things, namely the available equipment and the work system. With the equipment granted by the servants, there is an increase in the effectiveness of work, where all this time they have to work out for the part of the work they cannot do because of the limited equipment. So sometimes they have to wait from the outside to finish the product. The equipment means here like a rolling machine and others. With the availability of this equipment, all work can be completed in place. Likewise, the picture table that has been provided can improve work effectiveness as described above. The work system is also very supportive of the effectiveness of group work, where all this time they tend to work on one person 's products until they become. With this training, the work has been divided from cutting, design, basic and high embroidery, finalization and quality control.

D. Increasing Income

Training and mentoring carried out had an impact on increasing the income of each participant [5]. This increase in income has not been evenly distributed for each group level. The significant income felt by the middle class is caused by market production has been running so far. With the increase in product quality, their orders are increasing. Meanwhile, marketing low-class products are pursued by cooperating with the middle-class market so that their products are more quickly recognized by consumers. Especially for the skilled class, the increase in income is also not significant due to market management with high-class consumers. At present, the effort is carried out by cooperating with middle class marketing, looking for new markets and participating in exhibitions. While participating in the exhibition, they have received orders from consumers so they are still limited. However, over time this product is predicted to be able to increase higher income compared to other classes.

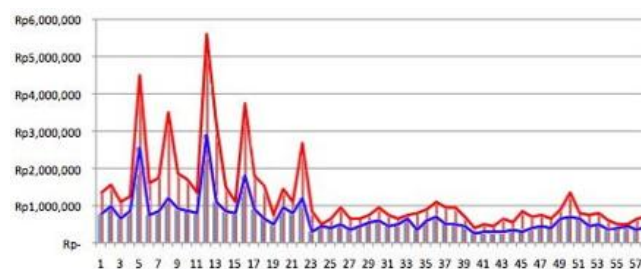


Fig. 2. Income before (blue) and after (red) treatment

Another impact of the training, the ongoing mentoring that has been carried out is a change in the thinking of the people who have only been looking for work so far has become confidence to create their own jobs. This can be seen from the public interest that wants to participate in this program. Especially for girl students who did not continue their education so far they only tried to find work for shopkeepers in the district capital, now they are starting to move to become trainees and work at home by producing various products. However, due to limitations, currently, not all of them can be included in this program so that long-term programs are needed.

IV. CONCLUSION

Training, Ongoing mentoring with synergies between community groups, village officials and the dedication team can slowly build community economic independence and change their mind to be able to create their own job places.

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